WHAT IS PLASTICS DECORATING?

Celebrating its 20th year, Plastics Decorating reaches a targeted audience of plastics decorating and assembly professionals throughout the United States through print, digital and mobile distribution. Packed with technical content, problem-solving plans and industry data, the magazine provides actionable content that aims to educate and improve the entire industry.

OUR MISSION

Each magazine is packed with information on decorating techniques for plastics, including pad printing, digital inkjet, hot stamping/heat transfers, laser marking, coatings/paints and in-mold decorating/labeling. Secondary assembly and joining processes are covered, too, with articles and highlights on adhesives, ultrasonic welding and laser welding.

WHY US?

10,500 print readers each quarter
6,100 digital edition page views each month
3,150 enews readers each issue
5,250 website page views each month
Plastics Decorating brings relevant, actionable content to an intensely targeted audience involved in the decorating and/or assembly of plastic parts and products through print, digital and mobile distribution. Published on a quarterly basis, the magazine is distributed to corporate management, plant managers and production engineers involved with the plastics decorating process.

**ADVERTISING EXPOSURE**

**Print Magazine**
- 9,500 Avg. Qtrly. Print Edition
- 1,000 Avg. Qtrly. Tradeshow Distribution

**Digital Edition**
- 6,100 Avg. Monthly Page Views

**Plastics Decorating ENews**
- 3,150 Avg. Circulation Each Issue

**Website**
- 3,100 Avg. Monthly Unique Visitors
- 3,650 Avg. Monthly Visits
- 5,250 Avg. Monthly Page Views

**MAGAZINE DISTRIBUTION**

The print edition of Plastics Decorating magazine is distributed across the United States four times each year, with additional distribution at tradeshows and other industry events. Readers also can access digital copies of the publication for free at [www.plasticsdecorating.com](http://www.plasticsdecorating.com). Additional audience reach is achieved through a twice-monthly enewsletter and via the Plastics Decorating website, which features the latest news and archived stories from years past.

**TARGETED READERSHIP**

Contract Plastic Decorating
Custom Plastic Molding
(with secondary decorating/assembly operations)
Automobile Parts Manufacturing
Sporting Goods Manufacturing
Cosmetics Manufacturing

Toy Manufacturing
Plastic Bottle/Container Manufacturing
Credit Card Manufacturing
Advertising Specialty Manufacturing
With print, digital and mobile delivery methods, *Plastics Decorating* reaches readers wherever they are.

Website contains the latest news with links to stories and access to the digital edition.

Digital edition features live links to websites and videos for more in-depth information.

“...The decision makers you want to reach in plastics businesses performing decorating and assembly functions.”

### Audience Reach Opportunities

- **Print ads** with digital exposure, too
- **Website advertising** with exposure to every visitor
- **ENews advertising** for twice-monthly exposure
- **Video enhancement opportunities** in the digital edition

### Digital editions

Enhance the print magazine with interactive *video* and *clickable links*. The digital edition is hosted on the *Plastics Decorating* website and promoted through email and social media - giving advertisers extended exposure.

### Additional Audience Reach at Trade Shows and Industry Events

- **Pack Expo**
- **Topcon**
- **Luxepack**
- **Printing United**
- **Labelexpo Americas**
- **Plastec Shows**
Twice-Monthly Exposure Opportunities in Plastics Decorating ENews

The Plastics Decorating ENews is distributed to 3,150 plastics decorating and assembly professionals throughout the US and internationally twice each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser’s website.

Daily Exposure Opportunities on the Plastics Decorating Website

The Plastics Decorating website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 5,250 page views per month with 3,100 unique visitors

Expanded Exposure Opportunities in the Plastics Decorating Digital Edition

- Free links to advertisers’ websites through the digital editions, with 6,100 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

Editorial Line-Up 2020

January/February

- Special 2020 Buyers Guide Issue
- Pad Printing Equipment Highlight
- Assembly: New Laser Welding Technologies
- Advances in Digital Inkjet
- Selecting the Best Coating for Difficult-to-Achieve Appearances

Bonus Distribution: LuxePack Los Angeles, American Coatings Show

Ad Closing Jan. 3, 2020
Materials Due Jan. 13, 2020
Publication Date Feb. 1, 2020
Online Launch Feb. 14, 2020

April/May

- Hot Stamping/Heat Transfer Highlight
- TopCon Preview
- Measuring Surface Energy and Surface Cleanliness
- Assembly: Opportunities for Electromagnetic Joining
- Advances in Hot Stamping/Heat Transfers
- Sustainable Practices for Decorating on Plastics

Bonus Distribution: LuxePack New York, SPE Decorating & Assembly TopCon

Ad Closing Apr. 1, 2020
Materials Due Apr. 13, 2020
Publication Date May 1, 2020
Online Launch May 14, 2020

July/August

- Inkjet, Screen and Offset Printing Inks Highlight
- PRINTING United Show Preview
- Assembly: Techniques for Clean Joining
- Molded Plastic Parts with Digital Inkjet
- Opportunities in Plastic Packaging

Bonus Distribution: Labelexpo Americas, PRINTING United

Ad Closing July 1, 2020
Materials Due July 13, 2020
Publication Date Aug. 1, 2020
Online Launch Aug. 14, 2020

October/November

- In-Mold Decorating and Labeling Highlight
- IMDA Awards
- Assembly: Requirements for Laser Welding
- Coating/Painting Technologies for Plastic Applications
- Trends in IMD/IML Technologies

Bonus Distribution: PACK EXPO International

Ad Closing Oct. 1, 2020
Materials Due Oct. 12, 2020
Publication Date Nov. 1, 2020
Online Launch Nov. 14, 2020